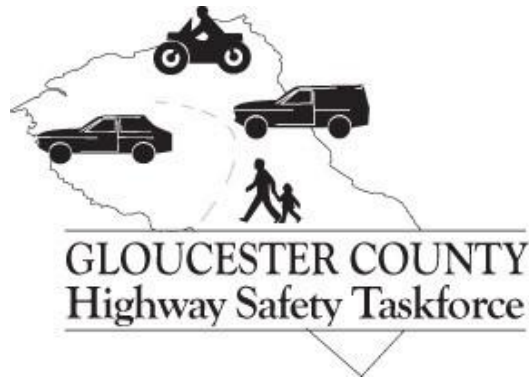


*Gloucester County  
Highway Safety Task Force*



**2010 High School Video  
Production Contest**



## **2010 High School Video Production Contest**

### **Purpose**

The purpose of the Gloucester County High School Video Production Contest is to encourage and challenge student groups to use their creativity in producing an educational video. The students may choose from four (4) topics, (1) Driving Under the Influence, (2) Aggressive Driving, (3) Distracted Driving, and (4) Seatbelt Usage. The winning team will be the one that produces the most interesting, creative video which captures the message of the danger(s) of the selected topic(s). Please see attached reference sheet for a complete description of the topics and a list of credible websites to begin research. All students will be recognized for their participation in this endeavor.

### **Eligibility**

The Gloucester County High School Video Production Contest is open to all high school students currently residing in Gloucester County, New Jersey, or attending high school in Gloucester County, New Jersey. A teacher or counselor must sponsor and be responsible for the supervision of the team, but will not participate in the production of the video. A teacher or guidance counselor may sponsor more than one video production team. A team may consist of up to 6 (six) students from the same high school. All entries must include the principal's consent for contest entry and the principal's contact information.

### **Guidelines & Rules**

- Each team will submit a video that they have postmarked by March 1, 2010. Any entries postmarked after the March 1, 2010 deadline, will not be considered. Videos should be sent to: Gloucester County Highway Safety Taskforce, ATTN: Detective Nicholas Schock, P.O. Box 623, Woodbury, NJ 08096. Questions or concerns can be addressed by contacting the Taskforce at (856) 384-5640.
- Videos must be exactly 30 seconds in length. Entries not conforming to the time constraints will be disqualified. All videos will be considered for the Gloucester County Video Contest. Video length will be judged from the first to the last frame of video. Credits and title will not be counted towards length, and **MUST** be submitted separately from the actual video.
- Each entry must be accompanied by a completed entry form, which is attached. This form may be photocopied.

- The video topic must be on one of the following four (4) topics: (1) driving under the influence, (2) aggressive driving (3) distracted driving, (4) seatbelt usage. The content must be appropriate for student viewing.
- In addition to the selected topic, the public service message “Drive to Stay Alive” must be incorporated into each video in some fashion.
- Each entry must have its own unique title, and each entry should be submitted on its own disc.
- All laws of the State of New Jersey must be followed during the production and filming, any video not in compliance will not be considered and disqualified.
- Entrants must submit their video on a standard DVD. The DVD must be in a format that can play on an ordinary DVD Player without the need for a computer or other device. The video should be in the style of a public service announcement.
- Entrants must provide information on the sites or references used when statistics or other information is provided. This may be included as a separate video from the public service announcement, or printed on separate sheet of paper and submitted with the video, but CANNOT be part of the actual public service announcement.
- Videos must not highlight actual products, labels or corporate names. Product labels should be covered.
- All teams must comply with copyright regulations.
- In order to comply with copyright regulations, the Taskforce has a collection of pre-approved music to use when making videos. Any music played in entries must be from this collection. The collection is the same as provided in 2009. Entries containing non-approved music will be disqualified. A copy of the discs can be obtained by contacting the Taskforce at 856-384-5640.
- Students are allowed to be a member of only one team.
- Each DVD must be labeled with the entrant’s name, school name, teacher’s name as well as the title of the entry.
- Do not send your original program master. Entries will not be returned.
- Videos should contain original content.

### **Judging and Awards**

- The Gloucester County Highway Traffic Safety Task Force will select the winner of the contest based on the video that best portrays the message of the selected topic(s). All contest entries must be created by the student group.
- The winning teams will be awarded prizes and their video will be shown at a Gloucester County, New Jersey Movie Theater.
- All participating teams will be invited to the designated movie theater for the inaugural showing in April 2010. The exact date and location will be forwarded to each teacher contact. The winning teams that are present at the showing will be awarded their prizes. Winners may be asked or invited to do a short presentation or speech on their project at the opening show.
- All videos submitted become the property of the Gloucester County Highway Traffic Safety Task Force and may be distributed freely.
- All videos will be pre-screened prior to judging, to verify compliance of all contest rules.
- Any violation of the guidelines and rules will result in a penalty assessed to the team’s video, based upon each judge’s discretion. Serious violations will result in disqualification of the team’s video.

- Each school participating will have a video shown at the theater.
- The first place video will be aired on broadcast television for public viewing and awareness.

### **Safety Requirements**

- Each team must comply with all laws of the State of New Jersey in the production and filming of the video.
- All video concepts should be approved by the teacher or guidance counselor, prior to shooting.
- Contestants should exercise safety for all participants in the production and filming of the video.
- No vehicles should be damaged in the filming of the video.

# **2010 High School Video Contest**

## **Topic Selection and Reference Material**

### **Description of Topics:**

1. Driving Under the Influence – involves operating a motor vehicle while under the influence of intoxicating liquor, narcotic, hallucinogenic or habit-producing drug, or with a blood alcohol concentration at or above .08%.
2. Distracted Driving – involves operating a motor vehicle while focusing on something else. Examples include driving while texting, talking on a cellular phone, and changing the radio or using an I-pod. Passenger distractions, such as engaging in multiple conversations and “party in the back seat” can result in failure to anticipate potential dangers on the roadway.
3. Aggressive Driving – behaviors include speeding, tailgating, racing on the highway, improper passing, etc. Such behavior can lead to overconfidence and an “it can’t happen to me” attitude.
4. Seatbelt usage – All front seat passengers in a motor vehicle are required to wear seatbelts. In addition, all rear passengers under the age of 18 are also required to wear seatbelts. Seatbelt usage among teens is the lowest of any age group. 6 out of 10 drivers, aged 16-20, who were killed in traffic crashes were not wearing seatbelts.

### **Reference Websites:**

US National Highway Traffic Safety Administration [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)  
NJ Division of Highway Traffic Safety [www.njsaferoads.com](http://www.njsaferoads.com)  
Gloucester County Highway Safety Taskforce [www.gcsaferoads.org](http://www.gcsaferoads.org)  
Brain Injury Association of NJ [www.bianj.org](http://www.bianj.org), [www.njteendriving.com](http://www.njteendriving.com),  
[www.ugotbrains.com](http://www.ugotbrains.com)  
Southwest Council of NJ [www.southwestcouncil.org](http://www.southwestcouncil.org)  
AAA South Jersey [www.AAAmidatlantic.com](http://www.AAAmidatlantic.com)

# Gloucester County Highway Safety Task Force Student Video Contest Entry Form

**Include this form with video**  
**Please print legibly.**

**Video Name/Title** \_\_\_\_\_

**Video Length** \_\_\_\_\_

**Team Member Names:**

**Name** \_\_\_\_\_

**Name** \_\_\_\_\_

**Name** \_\_\_\_\_

**Name** \_\_\_\_\_

**Name** \_\_\_\_\_

**Name** \_\_\_\_\_

**School** \_\_\_\_\_

**School Phone** \_\_\_\_\_

**School address (Street, City, State, Zip)** \_\_\_\_\_

**Teacher's Name** \_\_\_\_\_

**Teacher's E-Mail Address** \_\_\_\_\_

**Principal's Name** \_\_\_\_\_

*The signatures below verify agreement that the entry was completely produced by the submitting student(s).  
One student signs for team.*

**Student's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Teacher's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

I hereby give consent for this video to be submitted on behalf of our school district. I have read the guidelines and rules and found this video to comply.

**Principal's Printed Name** \_\_\_\_\_

**Principal's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_